

RETAIL

Holt Renfrew makes room for luxury with Montreal store remodel

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Rendering of Holt Renfrew Ogilvy store exterior. Image courtesy of Holt Renfrew

By STAFF REPORTS

Canadian department store chain Holt Renfrew is giving its Montreal St. Catherine's Street flagship a new look in a construction project that will turn the store into its largest location.

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With more than 250,000 square feet of retail space, the newly rebranded Holt Renfrew Ogilvy store will include an updated beauty hall, shoe department and handbag section. Along with the location's new look will be a new assortment of luxury fashion and beauty brands.

New look

The Selfridges Group-owned Holt Renfrew acquired upscale department store Ogilvy in 2011. Back in 2013, Holt Renfrew announced plans to merge its retail presence with Ogilvy in a shared store.

Per **Women's Wear Daily**, the project was expected to close in 2017 but was held up. Now, Holt Renfrew's phased construction plan is slated to end in 2020.

Within the Holt Renfrew Ogilvy store will be the retailer's private shopping concept the Apartment. Services include personal shopping, valet parking and concierge assistance.

With the new store footprint, the beauty hall will now total 23,000 square feet, while handbags will be housed in a 20,000-square-foot department. Designer footwear will retail in an 8,000-square-foot space.

Chanel will have a presence on Holt Renfrew Ogilvy's main floor, joined by shop-in-shops from labels such as Dior, Fendi, Herms, Louis Vuitton, Prada and Tiffany & Co.

Architecture firm Gensler is giving the building, which connects to the Four Seasons Hotel and Private Residences, a new expansion faade.

The store is also being updated by interior designers Jeffrey Hutchison & Associates and architecture firm Lemay. Part of the renovation includes the refurbishment of Tudor Hall, a performance space on the fifth floor originally built in 1928.



Tudor Hall. Image credit: Ogilvy

This project represents an investment of more than 100 million Canadian dollars, or about \$78 million at current exchange.

"We are so excited about creating a unique, luxury shopping experience for our customers in Montreal," says Mario Grauso, president of Holt Renfrew, in a statement. "This is a dynamic city with a rich history, and a renowned fashion legacy that we are honored to be a part of.

"Inspired by the best of both Holt Renfrew and Ogilvy, we have designed this store to offer our customers the very best luxury products and an unparalleled shopping experience in what promises to be one of the most beautiful stores in the world."

Last year, Holt Renfrew furthered its retail footprint in the greater Toronto area with the opening of a new store at Square One in Mississauga.

The 130,000-square-foot location reflects the retailer's new flagship model, with large spaces dedicated to personal shopping and elevated services. Part of the company's \$300 million investment in growing its bricks-and-mortar presence, the store officially opened on July 28 ([see story](#)).

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